

## **ADVOCACY TIPS**

With the legislative session in full swing I've gotten several questions about strategies for advocating at the Capitol.

Here are a few tips. For additional information you might want to search the Legislature's website: <http://www.cga.ct.gov/>. It provides orientation to the Capitol and Legislative Office buildings and information about making contacts.

In addition you might want to review your trade association websites that often include extensive information about advocacy, talking points, and messaging.

In addition to identifying the legislators representing the district where your agency is located, also identify those additional areas you provide service and where your clients live.

If visiting the Capitol to meet with your legislators, it is a good idea to bring your business cards, a number of copies of a **one-page** fact sheet that explains your agency, and what it is you are asking for.

In the ideal you'll be joining other nonprofit providers in common messaging at the Capitol. That's the most effective strategy of all.

I'd welcome receiving copies of your materials and would be glad to help orient you when you're at the Capitol.